

SPOTTING GROWTH

Giving USA 2018: Annual Report on Philanthropy for the Year 2017

\$410.02 BILLION given to charity in 2017 – **EXCEEDING \$400 BILLION FOR THE FIRST TIME**

2017 charitable giving is **UP 5.2% OVER 2016**

The single largest contributor to the increase in total charitable giving was the **increase in giving by individuals**

2017 joins other record-breaking years for giving:
1991 BROKE \$100 BILLION
1999 BROKE \$200 BILLION
2007 BROKE \$300 BILLION

AN ESTIMATED 86% OF TOTAL GIVING came from individuals, bequests and family foundations

70% INDIVIDUALS | **\$286.65 billion** | ▲ **up 5.2% over 2016**
 Per capita giving by **US adults 18 and older averaged \$1,165**; giving by households averaged **\$2,271**

Giving by foundations has reached a **new high in each of the last six years**

16% FOUNDATIONS | **\$66.90 billion** | ▲ **up 6.0% over 2016**

- Giving by independent foundations **grew 4.9%**
- Giving by operating foundations **grew 6.2%**
- Giving by community foundations **grew 11%**

9% BEQUESTS | **\$35.70 billion** | ▲ **up 2.3% over 2016**
 Includes one mega-bequest (\$300 million+) that totaled **\$850 million**

Corporate pre-tax profits **increased 4.1%**

5% CORPORATIONS | **\$20.77 billion** | ▲ **up 8% over 2016**
 Corporate giving was **boosted by \$405 million** in contributions for **relief related to manmade and natural disasters**

 **Jeffrey Byrne**
+ Associates, Inc.

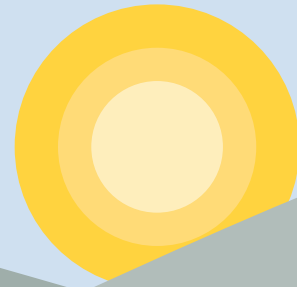
ECONOMIC FACTORS DROVE GIVING

Committed to nonprofit fundraising success.
www.FundraisingJBA.com
 816.237.1999

Personal Consumption:	S&P 500:	Personal Income:	Disposable Personal Income:	GDP:
▲ 4.5%	▲ 19.4%	▲ 3.1%	▲ 2.9%	▲ 4.1%

SPOTTING GROWTH

Giving USA 2018: Annual Report on Philanthropy for the Year 2017



8 OF THE 9 charitable subsectors realized growth in giving

The six largest subsectors all grew in 2017, but growth rates varied widely from 2.9% to 15.5%

Giving to foundations included \$4.35 billion in mega-gifts and bequests



7% PUBLIC-SOCIETY BENEFIT | ▲ up 7.8% over 2016
\$29.59 billion

- Giving to public-society benefit increased for the eighth consecutive year
- National (commercial) donor-advised funds are counted in public-society benefit and are a steady percentage of contributions

9% HEALTH | ▲ up 7.3% over 2016
\$38.27 billion

Giving to health increased for the sixth consecutive year



11% GIFTS TO FOUNDATIONS | ▲ up 15.5% over 2016
\$45.89 billion

The increase in giving to foundations was the largest gain of any subsector, far outpacing the growth in total giving



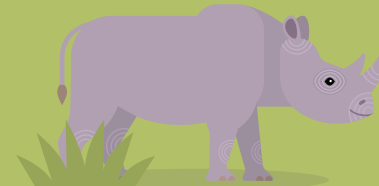
6% INTERNATIONAL AFFAIRS | ▼ down 4.4% over 2016
\$22.97 billion

The decrease in giving to international affairs in 2017 follows six consecutive years of growth



12% HUMAN SERVICES | ▲ up 5.1% over 2016
\$50.06 billion

Giving to human services marked its fourth consecutive year of growth

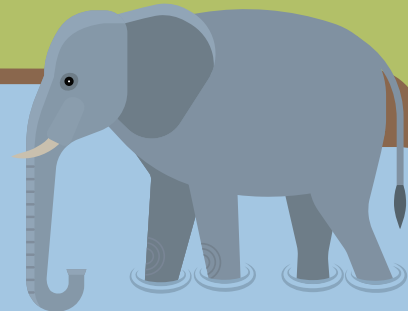


5% ARTS/CULTURE/HUMANITIES | ▲ up 8.7% over 2016
\$19.51 billion

Giving to arts/culture/humanities grew for the fifth consecutive year and was the second-fastest growing subsector

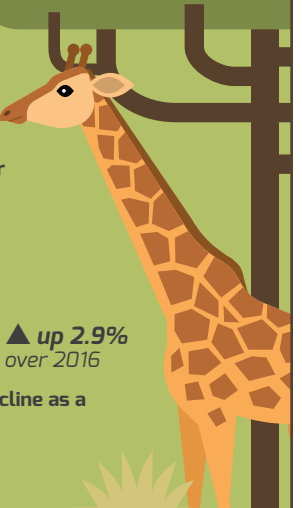


\$410.02 BILLION
TOTAL 2017 CONTRIBUTIONS



14% EDUCATION | ▲ up 6.2% over 2016
\$58.90 billion

Giving to education marked its fourth consecutive year of growth



31% RELIGION | ▲ up 2.9% over 2016
\$127.37 billion

Giving to religion continues to decline as a share of total giving

3% ENVIRONMENT/ANIMALS | ▲ up 7.2% over 2016
\$11.83 billion

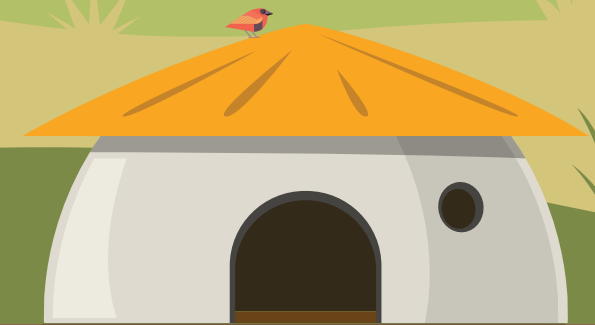
Giving to environment/animals had a two-year growth rate of 11.5%



▼ down 20.7% from 2016

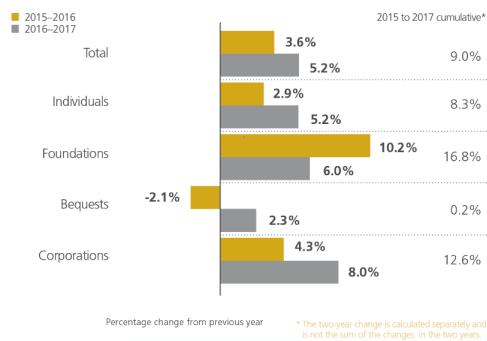
2% TO INDIVIDUALS | \$7.87 billion

The bulk of gifts to individuals are in-kind gifts of medications from pharmaceutical companies



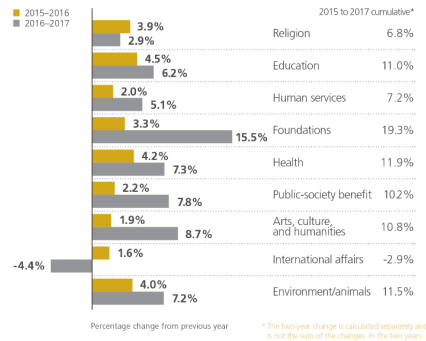
WATCH FOR HOW CHANGES IN TAX POLICY WILL AFFECT GIVING IN 2018

Changes in giving by source 2015-2016, 2016-2017, and 2015-2017 (in current dollars)



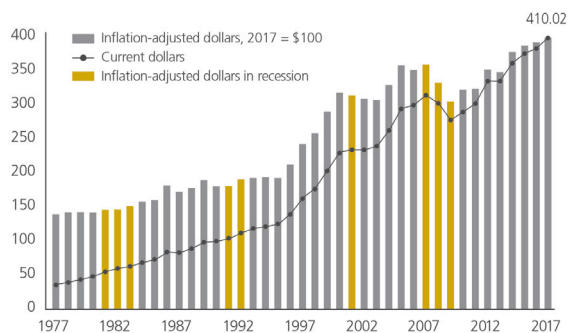
SOURCE: Giving USA Foundation | *Giving USA 2018*

Changes in giving by type of recipient organization, 2015-2016, 2016-2017, and 2015-2017 (in current dollars)



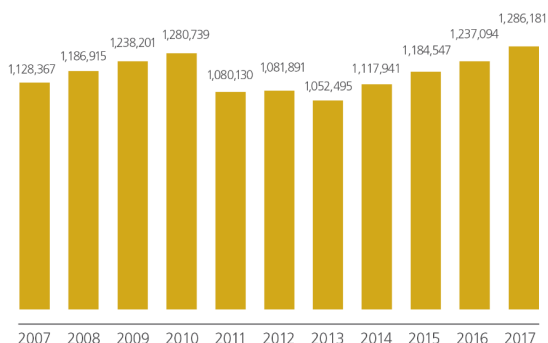
SOURCE: Giving USA Foundation | *Giving USA 2018*

Total giving, 1977-2017 (in billions of dollars)



SOURCE: Giving USA Foundation | *Giving USA 2018*

The number of 501(c)(3) organizations, 2007-2017



SOURCE: Giving USA Foundation | *Giving USA 2018*

About JEFFREY BYRNE + ASSOCIATES, INC.

Founded in 2000 in Kansas City, MO, **Jeffrey Byrne + Associates, Inc.** is a nationally-recognized fundraising and financial development firm that specializes in building organizational capacity and conducting major gift, capital and endowment campaigns solely for nonprofit organizations. Led by founder and President + CEO Jeffrey Byrne, its team of consultants has successfully guided more than 350 nonprofit organizations in raising more than \$1,500,000,000.

Jeffrey Byrne + Associates is committed to nonprofit fundraising success and serves a broad spectrum of clients throughout the United States, across all subsectors of the industry: arts, culture + humanities, education, environment, faith-based, healthcare, senior living and social services. JB+A is a proud member of The Giving Institute.

Contact JB+A at 816.237.1999 or info@FundraisingJBA.com and visit our website at www.FundraisingJBA.com.



About GIVING USA

Giving USA is a public outreach initiative of Giving USA Foundation™ and is researched and written by the Indiana University Lilly Family School of Philanthropy. Giving USA Foundation, established in 1985 by The Giving Institute, endeavors to advance philanthropy through research and education. **Explore Giving USA products and resources at www.GivingUSA.org.** The Giving Institute, the parent organization of Giving USA Foundation™, consists of member organizations that have embraced and embodied the core values of ethics, excellence and leadership in advancing philanthropy. Serving clients of every size and purpose, from local institutions to international organizations, The Giving Institute member organizations embrace the highest ethical standards and maintain a strict code of fair practices. **Visit www.GivingInstitute.org to learn more.**

